

*being*CEO

A foundational one-day programme *for CEOs of start-ups* *what a difference a day makes!*

Learn what it will take to transform your proposed product or service into a successful and sustainable business

beingCEO offers a short powerful programme *for start-ups* to define the core parameters of their whole future business at peak performance. The core questions necessary to find those fundamental parameters evoke the CEO's consciousness of what he or she needs to be taken into account to make the business successful and sustainable. In particular the programme enables the start-up CEO to proactively create and lead the differentiated value, the unique customer experience that he or she wants to bring into the world.

The outcomes of *beingCEO* are:

- *being* in control and feeling empowered to lead the new business
- *experiencing* overview and coherence
- *profoundly understanding* the WHY behind the business in a way that makes its core purpose scalable and measurable
- *clarifying* what is needed in the short- and the long-term to successfully optimise your customers' satisfaction
- *feeling confident* of collaborating and co-creating productively and constructively with all employees and stakeholders, inviting them to cohere around a shared purpose.

beingCEO takes the start-up CEO into the mind, place and responsibility of thoroughly experienced CEOs, those who consciously live and set the example for what they want to bring about in the outside world by embracing and living the core parameters of differentiation of their future businesses. The programme offers the opportunity to experience what it is like to think and act at that strategic level, and how to lead a business coherently, consistently and sustainably resulting in long-lasting success.

The programme:

The CEOs of start-ups are introduced to a set of questions to define the core parameters of their respective business imagining its future peak performance. These core parameters reveal the organisation's potential to create unique value for customers, defining its unique business capability at best. The CEOs of start-ups are invited to design, evaluate and refine coherent and workable propositions, strategies and decisions that align with these core parameters.

beingCEO

The aim is to create optimal possible value within every action, contributing to the business growth to peak performance and helping the business to flourish for the benefit of all stakeholders.

The CEO's are explained how to use the parameters in a very practical and constructive way by understanding how to assess their ideas, propositions, proposed decisions, proposed strategies and actions within the frame of the core parameters of differentiation.

Core Purpose, the fundamental WHY of every organisation:

An organisation's core parameters of purpose are *MECE* – mutually exclusive but collectively exhaustive – presenting the future business in one coherent story, the organisation's core purpose. And over many years of consultancy experience, the core set of twelve has proven to be extremely powerful and effective in growing businesses. Working within the frame of these parameters offers CEOs the experience of seeing the bigger picture, and of being capable of leading the whole-organisation coherently. This is an essential capability for all future leaders in our post-silo world. The set of parameters serves as a kind of compass for decision-making to create what the business is capable of becoming. Working with core purpose gives experiential insight into what whole-organisation leadership and strategy design entails, creating optimal value for customers in the interests of all stakeholders, with a healthy and sustainable business as the outcome.

The Twelve B.V.

beingCEO is a programme developed by The Twelve B.V., an international strategic leadership consultancy based in Amsterdam. Our purpose is to introduce to leaders and boards how to unlock & pro-actively lead the core purpose of their organisations, towards becoming all that they are capable of becoming, growing towards performance at best. We are experts in framing the future together, and in connecting everyone and everything to purpose. We support leaders in empowering everyone to collaborate, and to co-create short-term solutions with long-term perspective and value-creation effects. We facilitate the proactive and coherent construction of the whole organisation, with people fully expressing its value – creation capability together. We facilitate organisations in making a difference.

Core Purpose Software

beingCEO can be facilitated by the Core Purpose software Traction12 that has been developed as a plugin for the collaborative Software "IBM connections" and as a stand-alone solution.

Languages

The workshop can be delivered in English, Dutch and German.

Investment

What is it that you are willing to invest? Make us an offer that we cannot resist.

For more information contact:

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